<u>IN THE CLAIMS</u>

The pending claims are as follows:

1.   (Currently Amended)   A method for obtaining information to augment commercials in a data stream, said method comprising the steps of:

       <u>receiving a data stream having commercials therein;</u>

       obtaining, at a user site, preference information from at least one user via a user interface;

       <u>detecting the commercials in said data stream and</u> extracting, at said user site, descriptive information from<u> the detected</u> commercials in the data stream;

       determining, at said user site for each of the<u> detected</u> commercials, whether the extracted descriptive information corresponds with the preference information; and

       responsive to the determining step, locating information from an external source via a computer network regarding at least one of the commercials whose extracted descriptive information corresponds with the preference information.

2.   (Previously Presented)   The method as claimed in claim 1, wherein:

       the external source comprises at least one server.

3.   (Previously Presented)   The method as claimed in claim 1, wherein:

the data stream comprises at least one video program.

4. (Previously Presented) The method as claimed in claim 1, wherein:

the data stream comprises at least one audio program.

5. (Previously Presented) The method as claimed in claim 1, wherein said method further comprises the step of:

displaying the located information to the at least one user on a display device.

6. (Previously Presented) The method as claimed in claim 1, wherein said method further comprises the step of:

displaying a link to the located information to the at least one user on a display device.

7. (Previously Presented) The method as claimed in claim 1, wherein said method further comprises the step of:

storing the located information on a storage device for subsequent retrieval by the at least one user.

8. (Previously Presented) The method as claimed in claim 1, wherein:

the located information comprises information regarding a product or service advertised in the at least one of the

commercials whose extracted descriptive information corresponds with the preference information.

9.   (Cancelled).

10.   (Previously Presented) The method as claimed in claim 1, wherein:

the obtaining preference information step comprises obtaining a user input indicating an amount of information that is desired to be obtained from the external source for the at least one of the commercials whose extracted descriptive information corresponds with the preference information.

11.   (Previously Presented) The method as claimed in claim 1, wherein:

the obtaining preference information step comprises obtaining information identifying at least one category of commercials.

12.   (Previously Presented) The method as claimed in claim 1, wherein:

the obtaining preference information step comprises obtaining information identifying at least one music track.

13.   (Previously Presented) The method as claimed in claim 1, wherein:

the obtaining preference information step comprises obtaining information identifying at least one performer.

14. (Previously Presented) The method as claimed in claim 1, wherein:

the obtaining preference information step comprises the sub-steps of:

identifying at least one sample commercial by the at least one user via the user interface; and

extracting descriptive information from the at least one sample commercial.

15. (Previously Presented) The method as claimed in claim 1, wherein:

the obtaining preference information step comprises obtaining at least one keyword from the at least one user via the user interface;

the extracting descriptive information step comprises extracting text from the commercials; and

the extracted descriptive information corresponds with the preference information when the extracted text corresponds with the at least one keyword.

16. (Previously Presented) The method as claimed in claim 15, wherein:

the extracting text from the commercials comprises extracting text from closed captioned data of the commercials.

17. (Previously Presented) The method as claimed in claim 15, wherein:

the extracting text from the commercials comprises converting an audio portion of the commercials to text.

18. (Currently Amended) An apparatus for obtaining information to augment commercials in a data stream, said apparatus comprising:

means for receiving a data stream containing commercials;

means for obtaining preference information from at least one user;

means for detecting said commercials in the data stream, and for extracting descriptive information from the detected commercials in the data stream;

means for determining, for each of the detected commercials, whether the extracted descriptive information corresponds with the preference information; and

means, responsive to the determining step, for locating information from an external source via a computer network regarding at least one of the commercials whose extracted descriptive information corresponds with the preference information.

19. (Previously Presented) The apparatus as claimed in claim 18, wherein:

the external source comprises at least one server.

20. (Currently Amended)   A program storage device tangibly embodying a program of instructions executable by a machine to perform a method for obtaining information to augment commercials in a data stream, the method comprising:

receiving a data stream having commercials therein;

obtaining preference information from at least one user via a user interface;

detecting the commercials in the data stream, and extracting descriptive information from the detected commercials in the data stream;

determining, for each of the detected commercials, whether the extracted descriptive information corresponds with the preference information; and

responsive to the determining step, locating information from an external source via a computer network regarding at least one of the commercials whose extracted descriptive information corresponds with the preference information.